

## Detailed course description (SUBJECT CARD)

**Course title:** Communication in business with cultural etiquette - language B

**Course code:** M5/39/B-A/sem2

**Classification of a course group:** MODULE 5: PROFESSIONAL TRAINING, A specialist language for translators

**Course type:** field-related

**Field of study:** Applied linguistics

**Level of study:** first-cycle

**Profile of study:** practical

**Mode of study:** full-time programme

**Specialty (specialisation):** English B – with French C/German C/Italian C/ Spanish C

**Year of study:** 1

**Semester:** 2

**Teaching modes and teaching hours:**

lectures – .....

classes – 30.....; etc.

**Language/s of instruction:** English

**Number of ECTS credits** (*according to the study programme*):2

\* – leave the appropriate option

### 1. Course objectives:

Developing foreign language skills in a professional environment

Expanding the scope of vocabulary and expressions characteristic of business professional activity in a formal and informal context

Practical application of acquired knowledge in business role plays simulating authentic situations from the world of business.

### 2. Relation of the field-related learning outcomes to modes of teaching and methods of verification as well as to assessment of student's learning outcomes:

symbol	assumed learning outcomes <i>a student who completed the course:</i>	teaching modes	verification methods and learning outcomes assessment
<b>Knowledge: a student knows and understands</b>			
K1P_W08 K1P_W10 K1P_U05	correct rules for creating oral statements in English in the business aspect	classes	oral test
<b>Skills: a student can</b>			
K1P_W10 K1P_U05	demonstrate the basic spectrum of forms of expression in formal and informal style in the business aspect	classes	oral test
K1P_W08 K1P_U10	apply a variety of business language vocabulary relevant to the topic of discussion	classes	oral test
K1P_W08 K1P_W10 K1P_U05 K1P_U10 K1P_U11	formulate clear and detailed statements on topics related to business issues	classes	oral test
<b>Social competences: a student is prepared to</b>			
K1P_K06	be guided by ethical principles and standards in their professional activity, as well as by requirements from others and to fulfil their role with care for the achievements and traditions of their profession	classes	oral test

### 3. The content of study programme ensuring learning outcomes (*according to the study programme*):

Rules and styles of oral communication in business, various types and forms of expression in the field of business communication in language B. Etiquette in business. Cultural differences

### 4. Description of methods of determination of ECTS credits:

Type of activity	Number of hours / ECTS credits
Number of course hours regardless of a teaching mode	30/1

Student's workload 1*	30/1
Student's workload 2*	
Student's workload n*	
The other**	
<b>Total hours:</b>	<b>60</b>
<b>Number of ECTS credits allocated to a course</b>	<b>2</b>

Explanation:

\* – student's workload - fill in the types of activities, e.g. *preparation for a course, interpretation of results, making a course report, preparation for an exam, studying sources, making a project, presentation and report, doing written assignment, etc.*

\*\* – the other e.g. *extra course hours*

#### 5. Summary indexes:

- number of course hours and ECTS credits at the course with a direct participation of academic teachers or other persons running the course and supervising students; 30/1
- number of course hours and ECTS credits at the course related to the scientific activity conducted at the Silesian University of Technology in a discipline or in disciplines to which a field of study is assigned - in the case of studies with a general academic profile;-
- number of course hours and ECTS credits at the course developing practical skills- in the case of practical studies;30/2
- number of course hours conducted by academic teachers employed by the Silesian University of Technology as their primary workplace.

#### 6. Persons conducting particular modes of courses (name, surname, academic degree or degree in arts, title of professor, business e-mail address):30

.....

#### 7. Detailed description of teaching modes:

##### 1) lectures:

- detailed programme's content:

.....

- teaching methods, including distance learning:

.....

- form and criteria for semester completion, including retake tests, as well as conditions for admission to the examination:

.....

- course organisation and rules of participation in the course, with an indication whether a student's attendance is obligatory

.....

##### 2) description of other teaching modes: classes

- detailed programme's content:

- Language of informal business meetings - making contacts, language of formal business contacts - presenting the offer and the company, language of job interviews - employer's perspective, candidate's perspective, language of meetings - formulation of suggestions, conclusions, argumentation;
- Language of formal business meetings - chairing meetings, numerical expressions, numeric expressions in the interpretative context,
- Presenting and discussing economic trends, language of negotiations - negotiation techniques, workshops;
- Business presentations: Structure and techniques, supporting materials, construction of introduction and ending,
- Globalization as a cognitive opportunity and trap, social habits and forms of greeting
- Cultural contact as a source of problems,
- Net - working: establishing new contacts, visiting cards and styling; Cultural contact as a

source of problems

– teaching methods, including distance learning:

didactic games, pair work, group work

– form and criteria for semester completion, including retake tests, as well as conditions for admission to the examination:

written test within the time limit set by the teacher, after consultation with the students' representative

a prerequisite for passing is at least 3.0 mark for each of the learning outcomes corresponding to 60% of the possible credits;

The final assessment is the arithmetic average of the positive marks obtained from each of the learning outcomes, calculated according to the following scale:

mark	decimal scale	percentage scale
3	3.00 – 3.35	60% – 67%
3,5	>3.35 – 3.74	>67% - 75%
4	>3.74 – 4.24	>75% - 84%
4,5	>4.24 – 4.65	>84% - 92%
5	>4.65 – 5.00	>92% - 100%

The student is entitled to 3 credit dates: 1. before the beginning of the examination session, during the last classes in the semester, 2. in the examination session and 3. in the retake session, on dates set by the teacher after consultation with the student representative

conditions for admission to an examination - obtaining a pass mark

– course organisation and rules of participation in the course, with an indication whether a student's attendance is obligatory

student's attendance at classes - in accordance with the study regulations in force at the Silesian University of Technology

– organization of classes in accordance with the schedule of classes for a given semester in force at the University College of Social Sciences and Foreign Languages.

8. Description of the method for determining the final grade (rules and criteria for evaluation, as well as the final grade calculation method in the case of a course comprising more than one teaching mode, taking into account all teaching modes and all exam dates and credit tests including retake exams and tests):

the final mark is calculated on the basis of the arithmetic average of the marks obtained from passing and examination, according to the scale given in point 7.

9. Method and procedure for making up for

- student's absence from the course,

in accordance with the crediting conditions set out in point 7 of this card.

- differences in study programmes for students changing their field of study, changing university or resuming studies at the Silesian University of Technology,

in accordance with the crediting conditions set out in point 7 of this card.

10. Prerequisites and additional requirements, taking into account the course sequence:

None

11. Recommended sources and teaching aids:

Świda, D. 1999: English for Business and Politics. Warszawa: Poltext.

Ian MacKenzie: English for Business Studies.. CUP 2007.

Ellis, Mark Christine Johnson, Teaching Business English (Oxford: Oxford University Press, 1994)

Harmer Jeremy, The Practice of English Language Teaching (Harlow: Pearson Education Ltd., 2001)

Ur Penny, Discussions that Work: Task-Centred Fluency Practice (Cambridge: Cambridge University Press, 2001)

12. Description of teachers' competences ( e.g. publications, professional experience, certificates, trainings etc. related to the programme contents implemented as a part of the course):

Master's degree in humanities in the field of literature

Two-semester postgraduate studies "Business English" College of Banking and Finance in Katowice

Two-semester postgraduate studies "Financial management in a commercial bank" University of Banking and Finance in Katowice.

Selected publications:

M. Wróblewska-Banaś ( z M. Borysławską, K. Hat, I. Sznicer, E. Wójcik)

**International Business Basic Issues**, Wyższa Szkoła Bankowości i Finansów, Katowice 2010

ISBN978-83-916165-6-7

M. Wróblewska-Banaś ( z E. Wójcik)

**Enrich your Business Vocabulary**, WSBiF , Katowice 2004

ISBN 83 – 911321-9-6

M. Wróblewska-Banaś ( z E.Wójcik)

**Banking and Finance**, WSBiF, Katowice 2010

ISBN 978-83-9161165-5-0

**Aspects of Business English Teaching and Researching** red. M. Wróblewska-Banaś

WSBiF, Katowice 2010

ISSN-1509-1138

M. Wróblewska-Banaś: **Interactive Activities in Teaching Business English to Pre-work Experience Students. A Communicative Approach to Teaching Business English** w: Aspects of Business English Teaching and Researching. Zeszyty Naukowe WSBiF, Katowice 2010

13. Other information:

None